

---

**CALIFORNIA FRUIT AND VEGETABLE INTAKE CALIBRATION STUDY***Cancer Research Project***Charles Disogra, DrPH**

UCLA Center for Health Policy Research  
10911 Weyburn Avenue Suite 300  
Los Angeles, CA 90024

Phone: (310) 794-0946

Fax: (310) 794-2686

cdisogra@ucla.edu

**Description**

The priority of the California Department of Health Services is to increase the fruit and vegetable intake of Californian population as a strategy to reduce cancer risk. This effort has been tracked every other year since 1989 with the California Dietary Practices Survey (CDPS). The calibration study examines differences in the number of servings of fruits and vegetables in the general population, particularly among white, Latino, African-American groups and low-income persons. The survey is conducted in the same way as the CDPS. Because of the planned large sample sizes, this study can examine differences in detail across race/ethnic and socio-economic groups. The large sample sizes also makes the results statistically more precise than past surveys.

This study is the largest and most precise fruit and vegetable intake study in California using CDPS methods. A key aim is to measure variation in California's fruit and vegetable intake during different seasons of the year. This allows researchers to adjust both past and future survey data for the different effects of season. If seasonal differences are significant, especially for Latinos or African-Americans, it may help explain the dramatic trends that have been reported in these two groups based on past surveys. As part of this research a new short form version of the CDPS was developed and is also being tested. This will be compared to the full-length (more expensive) CDPS method. A means of adjusting the difference between these two methods will be developed so that the short-form method may potentially be used for future low-cost tracking surveys.

Data collection was completed by the beginning of Year 08. Data was gathered from 6,737 general population and 4,110 low-income respondents. During Year 08, data analysis will be completed and the final report written. The information collected in this study will be a valuable resource for future research and establish a solid baseline for continued tracking of fruit and vegetable intake into the twenty-first century.

---

**CANCER PREVENTION FOR AFRICAN-AMERICANS IN LOS ANGELES***Cancer Research Project*

<p><b>Dr. Diana Cassady, DrPH</b> University of California, Davis 1 Shields Avenue TB 168 Davis, CA 95616  Phone: (530) 754-5550 Fax: (530) 752-3239 dlcassady@ucdavis.edu</p>
--

*Description*

The incidence of prostate cancer among African-American men is nearly 60% higher than among white men, and incidence of diet-related cancers is higher among African-Americans compared to other ethnic groups. A diet low in fat and rich in fruits and vegetables appears to be protective against prostate and other cancers. However, nearly half of the African Americans in California eat two or fewer daily servings of fruits and vegetables—a level of consumption associated with much greater cancer risk. A statewide survey shows that lower-income households eat in restaurants less frequently, but they are more likely to dine in fast food restaurants and eat high-fat foods.

This research was funded during Year 05 as a Pilot Community-Initiated Research Collaboration Award (CIRCA), addressing the Cancer Research Program's priority area of primary prevention. It was funded as a CIRCA Full 3-year project beginning Year 06. This project explores “new approaches or policies to remove or mitigate barriers to the adoption of behaviors that have been shown or are believed to reduce or prevent cancers” in Mid and South Central Los Angeles by increasing the availability of low-fat foods and fruits and vegetables in 10-15 grocery stores and restaurants. The target audience for this project is African American residents of four neighborhoods in Mid and South Central Los Angeles.

The project's primary hypothesis is: Holding prices constant, increasing the availability of low-fat dairy and meat, high fiber breads, and higher quality fruits and vegetables in grocery stores will significantly increase consumption of those products. This hypothesis will be investigated using weekly sales data from grocery stores in the intervention and comparison communities, along with new quality and availability data collected bi-weekly, as measured by shelf space allocated to key food products. A statistical analysis will examine the relative contribution of availability, price, and quality on the purchase of cancer preventing foods. This research will help meet the project's aims:

1. Fully implement a community advocacy model to work with 10-15 grocery stores and restaurants to increase the availability and quality of healthy foods offered.
2. Scientifically examine changes in purchasing of healthy foods by investigating a) the effects of availability, price, and quality on purchasing healthy foods in grocery stores and b) the impact of increasing healthy food choices availability in family-style restaurants on sales of these choices.
3. Widely disseminate the results of the project to community members, decision makers, and researchers in public health and economics.

Year 08 will see the following activities: a) continued sales data collection from participating restaurants; b) comparison of sales of healthy entrees in partner restaurants with and without publicity; c) collaboration with REACH 2010 on a booklet to inform the community about sources for healthy restaurant meals; and d) Wave 4 of the Food Basket survey in 12 LA and 13 Sacramento grocery stores.

---

**CANCER PREVENTION: NUTRITION EDUCATION AMONG LOW-INCOME VIETNAMESE-AMERICANS IN CALIFORNIA***Cancer Research Project***Dr. Joanne Ikeda, MA, RD**

University of California, Berkeley  
Department of Nutritional Sciences and Toxicology  
223 Morgan Hall #3104  
Berkeley, CA 94720-3104

Phone: (510) 642-2790

Fax: (510) 642-4160

jikeda@socrates.berkeley.edu

*Description*

The Vietnamese population is the fastest growing ethnic minority in the United States as well as the fastest growing Asian/Pacific Islander population in California. Currently, one in every hundred Californians is Vietnamese. The majority of Vietnamese Americans are recent immigrants who do not speak or read English. Many families have very limited incomes and qualify for a variety of government nutrition programs such as Food Stamps and free school meals. Preliminary studies suggest that after immigrating to the United States, Vietnamese consume more high-fat, high-cholesterol, high-sodium foods and seasonings and fewer fruits and vegetables than they did in their homeland. (Hung 1995). The mean intake by Vietnamese Californians, according to the same source, is 3.1 per day (versus 4.3 serving among the general U.S. population). Vietnamese Americans adopt a sedentary lifestyle and do not exercise regularly (County of Orange Health Care Agency, Assessment Report, 1998). Among Vietnamese Americans, 43.6% of deaths are due to heart disease and cancer (California Vital Statistics, 1987).

The University of California Cooperative Extension (UCCE) serves the most disadvantaged low-income families through its Expanded Food and Nutrition Education Program (EFNEP). Paraprofessional Nutrition Education Assistants (NEAs) are the "front line" workers in term of delivering nutrition education to low-income families. NEAs are hired, trained, and supervised by home economists, are indigenous to their target population, and facilitate understanding of the problems and ambitions of those being taught, and when appropriate, speak the language.

This is a community-based project, begun in February 2000 with four focus groups held with low-income Vietnamese immigrants in four California locales. Results obtained from focus groups were used to drive the development of the Vietnamese language diet and lifestyle changes educational and educator-training materials pilot-tested during Year 06. These materials can be found at <http://nutrition.berkeley.edu/extension/vietnamese.health/>.

The intervention NEAs teach a series of 5 lessons in small groups of 5-6 participants in either the home or community based settings. Self-administered baseline surveys are collected at the first nutrition education session and again at the end of the last session. A follow-up survey is administered by phone one month later. The surveys collect data on demography, knowledge and attitudes regarding the relationship between diet and cancer, changes in fruit and vegetable intake as well as other self-reported dietary changes made as a result of program participation. Data collection will be completed at the beginning of Year 08, and a summary of findings is anticipated by the end of Year 08.

---

**PUBLIC HEALTH INSTITUTE - EXAMINATION OF COMMUNICATION FACTORS  
AFFECTING POLICYMAKERS***Cancer Research Project***Peggy Agron**

Public Health Institute  
California Project LEAN  
PO Box 997413 MS 7211  
Sacramento, CA 95899-7413

Phone: (916) 552-9883

Fax: (916) 552-9909

[pagron@dhs.ca.gov](mailto:pagron@dhs.ca.gov)

**Description**

Health and lifestyle behaviors can cause death, disease, and cancer. Some cancers have been linked to dietary factors such as low fruit and vegetable consumption. Diet patterns nationwide have, in part, resulted in crisis proportions of obese children and placed these youth at risk for chronic diseases such as cancer in adulthood. Obesity now affects one in five children in the United States. Two-thirds to three-quarters of obese adolescents will become obese adults. Poor and/or minority teens are especially at-risk for related health problems.

Schools provide over one third of meals eaten by youth outside of the home. Although the National School Lunch program is required to meet dietary standards, items sold in vending machines, school stores, etc., are exempt. School boards set and enforce local public school policy. They can eliminate policies creating barriers to healthy eating and institute policies encouraging healthy eating.

California Project LEAN, the University of South Florida, the California School Boards Association, the California PTA, and ten California communities formed a partnership to determine if a social marketing communications campaign can increase school board members' support for school nutrition policies. Based on research during the pilot grant, the project created sample nutrition policies, advertisements and articles and published a nutrition policy handbook in Year 07.\_\_\_\_\_. The project will be completed by the end of Year 08, with continued dissemination through advertising in CSBA publications and participating in state and local-level nutrition policy workshops. A survey of California school board members will be conducted during Year 08 to determine if knowledge and support for school nutrition policies is affected.

---

**UNIVERSITY OF CALIFORNIA, DAVIS - CENTER FOR ADVANCED STUDIES IN  
NUTRITION AND SOCIAL MARKETING (CASNSM)***Cancer Research Project***Dr. Diana Cassady, DrPH**

Assistant Professor & Center Director  
Dept. of Epidemiology & Preventive Medicine  
1 Shields Avenue TB 168  
Davis, CA 95616-8683

Phone: (530) 754-5550

Fax: (530) 752-3239

dlcassady@ucdavis.edu

**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Doug Ose

CA Sen. Michael J. Machado

CA Assemblymember Lois Wolk

**Description**

The Center was established in 1999, and uses a multidisciplinary approach to develop methods for program evaluation, provide training and technical assistance, and examine market research and economic trends to promote healthy nutritional practices for cancer prevention in the California population. The Center brings together faculty from the UC Davis School of Medicine including the Departments of Epidemiology and Preventive Medicine, Clinical Nutrition, and the Cancer Center as well as the College of Agricultural and Environmental Sciences, and Departments of Nutrition and Communication. In addition, outside consultants with expertise in nutrition interventions, social marketing and evaluation are involved in the Center. The Center has two aims. The first aim is to conduct research to increase the effectiveness of nutrition and physical activity social marketing campaigns. The second aim is to provide resources and education for community practitioners to strengthen nutrition and physical activity social marketing campaigns. For the upcoming year, the Center will complete data analysis of a social marketing school breakfast promotion project to increase participation in the school breakfast program conducted during the past year, continue to update and add more tools to the evaluation tools page on the Center's website, and complete a data analysis of the California Health Interview Survey with respect to diet, obesity, and the Asian population.